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Bundesbank lifts interest rate amid inflation fears


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## SAS acquires

 25\% stake in UK air group



KUTCHINSKY, tel 01-5849311, THE WATCH GALLERY, tel 01-581 3239 and other leading jewellers throughout Great Britain.

## EUROPEAN NEWS

## Spanish unions seek to follow up strike success

By Tom Burns in Madrid
ENCOURAGED BY the soccess ble. included a demand for a Wednesdsag general strike on minimum 2 per cent wage rise called on the Goternment yes terday to meet a firvipenint pros
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Brussels takes hard line on state aid


## Bonn coal production subsidies attacked

By David Goodhart in Bonm ${ }^{1 T}$ Wotb He fit more
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Tbe Institut proposes



## European

Community budget passes final hurdle By David Buchan in
Brussels LORD Plumb. President of the
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## IBM extends pact with EC <br> Brussels <br> INTERNATIONAL Business with the current trend towards regular contacts with Brussels.    

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Many of Britain's leading companies are dreaming of a black Christmas.

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## Mr Shultz decides to

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## Cairo relishes its return to the Middle East forum






## Israel scrabbles for a policy














## Sweden excels as 'postman'

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Baluchistan test for Bhutto


The cost of political brutality to Sri Lankan families
David Housego finds death on a most beautiful shore


OTHER OVERSEAS NEWS

# A Heartland Banker Views Japan And The World 

Why has Japan become so strong economically? Are there limits to its growth? The president of one of Japan's leading banks examines cultural influences on Japanese success.


In the heart of Japan lies the Tokai region. Centred on Nagoya, Japan's region. Centred on Nagoya, Japan's between Tokyo and Osaka. Like most heartlands, it is knowin for its solid, steady conservatism. It was from this region that sprang the dominant force of Japan's medieval feudalism, the Tokugawa Shogunate.
The industrial structure of Tokai is characterised by the strength of its sécondary "Iidüsfities," "ith Migh value-added assembling industries as their core of some of Japan's major global companies, includi
The Tokai Bank is the only Japanese city bank headquartered in Nagoya. Tracing its origin as tar back as to 1877, the Bank today has a worldwide network of 49 branches, offices, subsidiaries and related institutions.
In the Tokai region, conservatisim blends easily with rationalism and internationalism. Kiichiro Itoh, President of the Tokai Bank, ll his working pattern. He has spent all the top position in June 1988 at the age of 59. Itoh, a classical music fan with a reputation for enlightened management, sets out his. views on Japan's growth and its cultural roots, social changes and future outlook.

## Economic Success

Itoh attributes Japan's successful modernisation and rapid growth to the driving desire of the Japanese since the Meiji Restoration in 1868 to sincerch up and overtake" the level of the industrialised countries in the West. This driving force was renewd after World War II, as the nalion found itself facing the enormous of reconstruction.
The underlying factor of this drivag force is the traditional work ethic of the Japanese. Itoh believes that from gasit-war democracy enhanced the post-war traditional work ethic. Everyone had chance to succeed, if one tried hard enough.
Strong work ethics prevail throughout the Sino-culture countriesChina, Korea, Hong Kous Taiwan, Japan, ele to from neces Japan's work emtry is poor in natural
resources and the Japanese have always felt that they wouldn't be able to survive without hard toil.
The Sino-culture countries have the Confucian values in common, strong family ties, hard work, and respect for education. This is what the EastAsian economic vitality manifests.
He views the Koreans as having an incredible capacity and will to absorb new ideas and technologies. Never. thieless', Korea, fiaving "higec congloin-" erates like Hyundai or Daewoo or
Sumsung has some features which are quite different from the Japanese econonry Korean decision making is econony. Korean decision making is than in Japan, but he believes their economy will become more like Japan's in the future. For example, "Some restructuring of middle-livel enterprises might stand to appear in the wake of the Seoul Olympics", says Itoh.

Furthermone, Itoh claims that the secret of Japan's success is the personnel system within companies; attitudes to people and the thorough raining employees receive "Comparum by ours are im the last analysis is our the people, for the people th probably makes Japanese companies strong"

As Japan attains higher and higher levels of technology and economic affluence, the Western economies that have long been its models offer fewer iessons. Itoh says the relative deciine. its attachment of less value to manufacturing or creating new goods, an understandable view for a banker based in the Tokai region.

Itoh suggests that Japan's cultural roots are quite similar to those of societies with two main characteristics -attention to basic education and an emphasis on manufacturing. "In the feudalistic society, one had to make good products for the livelinood of the group in a village: It was more important to be diligent than clever"; says Itoh. This practical way of thimkand waeriay in and persist

Japan's New Generation
In the West today, it seems that the intellectual or the speculator who
makes money is more highly respected than the man who makes things well and diligently Itoh fears that Japan's new generation might adopt the same philosophical changes. He is also apprehensive about weakening family ties and the changing quality of education in Japan.
"The new generation which knows only of affluence is more individualistic. Maybe they have been influenced by the postwar edducation system and make people more egoistical the make people more egoistical. They ing to situations. They don't throw their opinions at you and seem to be rying to adapt only half-heartedly to their surroundings. They only want to go halfway in involving themselves in the company.'
Postwar education in Japan has made the school unit central to the child's identity. This has instilled a this sense that postwar education is nore "Japanese" than in corecarion Students are not encouraged to think broadly or to have their own opinions. The modern generation seems to be working a bit hesitantly because they don't want to be criticized for working too hard"
Despite this changed new generation, the Japanese economy is still likely to expand faster than its Western counterparts, as working
hours are longer and people take very brief vacations. Itoh himself was able to take only four days last summer.

## Internationalisation

 Itoh believes that the Japanese economy is based on the fact that the country has no natural resources. Of tructures for its economy to grow it has to import and process materials and export finished goods. "If there were any sudden changes in the fundamental structures that are supporting the present economy, Japan would hen be in trouble" points out Itoh. He, thus stresses the importance of the relationship between the manufacturing industry and technological de-self-sufficient by staying only with software development"The sacrifices which have been orced on the manufacturing sector by the appreciating yen have been enor-
mous "When we look at automobile manufacturers or the consumer electric companies, we feel that they are really trying with their Blood, sweat and tears. It's like taking a dry towel and repeatedly trying to squeeze out some water. We wonder when the will reach their limit and I can't hel thinking that the limit is very near. I am very worried about the blows the Japanese economy will suffer if the yen gets any stronger. So far, compa negative influence by drastically streamlining their operations expand ing their sales and similar expedients" Itoh understands the dilemma in herent in his thesis. While export oriented manufacturing created oday's prosperity, it has also brough about trade friction with Japaris rade partuers. "We must try to aim for a harmonious growth. My idea. of manufacturing inciudes information, housing, wa prong social in the expansion of domestic demand in order to avoid external friction ${ }^{2}$ asserts Itoh.
Once Japan has done all this, he anticipates that in about three decades, the Japanese will enjoy one of the highest standards of living in the world in a real sense Today, despite one of the highest per-capita incomes in the worid, the Japanme have to living.
Japan should open up more, become more international and do more to contribute to the world. I want it to become a much freer and more open, international society. Even though changing people's attitudes will take ime, if we don't expedite the process, Japan could well become an internaously outcast. we could to to start thinking like the rest of the world. Even something like the appreciation of the yen had to be forced on Japan by foreigners"
Itoh regrets that in the spiritual sphere, many feel a certain emptiness. For example, we make excellent cars, veed But is entinen and rainonal cars as you do in Europe or America People work hard, but when they reflect on it all, they find that even hough they have made money in some ways they still remain poor', laments Itoh. From the Meiji period a
certain hardiness entered the Japanese soul, according to him, as people came to feel backward and were determined to catch up.

## Relocating Japan's

## Capitral

One of the most controversial issues in Japan is whether to change the country's capital from Tokya, which is overwhelmingly the precentre 'The ponical and business centre. The government, major busi-
nesses, mass media, and educational institutions are concentrated in Tokyo The capital's monopoly of virtually all important aspects of national life has resulted in immense distortions; due to prohibitive land prices, average workers no longer can hope to own their home near Tokyo, for instance. Thus, many argue in favor of shifting the capital elsewhere
Itoh has been advocating moving the capital to Nagoya in recent debates. Having too many things con-
centrated in Tokyo, is distorting politics, the economy and other social activities. We need to correct this. If there were to be a major earthquake, Japar's entire economy would become as a vegetable. There are sound arguments backed by statistics for suggesting that the central part of Jopan is the most appropriate place for a new capita, but what upsets us we advocate this area just because we ourselves come from Nagoya. Nagoya simply is most central in terms of access, population, and regional position" argues Itoh.
"The main point is to move the capital from Tokyo. The fact that the US. capital happens to be Washington is irrelevant. Major cities like Atlanta compete with each other without any one having the unfair advantage of being the capital.
"I think the same could happen in Japan once the capital was relocated. Of course, Tokyo would remain strong. But it would no longer be the absolute power. What is essential is to avoid too much concentration in one simgle city, to the point where the to develop each region evenly, through separation of functions. This way we could also create a more human environment," concludes Itoh.

## AMERICAN NEWS



Peru ruling party faces power struggle By Ver A BITTER power straggle
between supporters of presi-


Argentina admits deal with rebel soldiers

| By Gary Mead in Buenos Air |  |  |  |
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## Chile's private pensions boom

Success may overwhelm the capital market, reports Barbara Durr

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WORLD TRADE NEWS

Brussels seeks more East bloc accords By David Buchan
in Brussels THE European Commission th to ask EC goveraments for the
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## US acts against Japan on

 air tickets By Stotan Wagstyl in TokyoA DSJAPAN trade dispute has
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FINANCIAL TIMES FRIDAY DECEMBER 161988

UK NEWS


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 Shoe makers call for import curbs

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## Overseas

partnerships urged for lawyers By Raymond Hughes, Law
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## UK car output set

## for 11-year high

## Survival without a sugar daddy

David Lascelles continues his series on securities houses after the Big Bang and shares crash by taking a look at Kleinwort Benson

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## SURVIVING 1989

## The Investment Options

A one-hour discussion of the outlook for
equities, bonds and managed funds with a team of global experts. Presented by Colin Chapman, Editor of Offshore Adviser
Peter 'Gartland, Editor of The International Remino

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## THE UlTIMATE BAR CHART.




Campofrio

## Why a local hero is talking turkey

Tom Burns on a Spanish meat processor's expanionary plans

## DG BANK

## NOTICE OF ADJOURNED MEETING

## DG BANK Deutsche Genossenschaftsbank

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## The challenges in managing <br> this field, William M. Mercer

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## Tom Peters: a convert on

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## BUILDING SOCIETIES

The Financial Times proposes to publishthis survey on:

11th February 1989
For a full editorial synopsis and advertisemert etails, please contact:

Tim Davis
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UK ENTERPRISE AGENCIES 2
After a flying visit by Prince Charles to two Welsh factories

## BiC's second start in Wales



Happily, this year, the community is over $£ 10,000,000$ better off.


This year as in previous years, NatWest is playing arn active role in the community. Over wide renge of industrial been committed to a sporting proiects all over the courtry

One of the more notable, perhaps, is our continued contribution to Local Enterprise Agencies. Every year, some of our best people are Agencies, bringing positions in Local Enterprise
and expertise in finance. Combined with sub stantial cash donations, our current investment in LEA's is more three-quarters of a milition pounds a year

The community is something that involves averyone and at NatWest we believe that our support to Entarpise Agencies to help them help local

2NatWest The Action Bank


## SCOTLAND A leap for enterprise

How the role of Business in the Community is changing

## Meeting the regeneration needs of the 1990s

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It has deliberately blurred the lines and self-interest for industry
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UK ENTERPRISE AGENCIES 4

Why assisting minority communities is a mainstream cause

## Ethnic stake in the system




How Northern Ireland's small business agency is creating jobs
New emphasis on self-help

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## There's a lot more to do





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As a company we put a lot of Energy into Enterprise.

As a major hi-tech Company in the North West, British Nuclear Fuels supports number of national and local community A 11 million a year West Cumbria development agency.
Development of a Science Park complex located near our Sellafield site.
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## Administration order may save building company

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THE PINK DESK DIARY


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 EXCELLENCE











The building materials of tomorrow mus do more than meet traditional constructio needs.
They must better insulate, sound proo stand up against the weath must be energy efficient.
BASF will continue to be an important BASF wich materials. For today, we are source of such mord's largest suppliers of ma among the wonstruction needs. terials for construction neens. foastics, foams
Offering everything from plater
and dispersions to coatings and paints. To cite one example, we developed th foam sandwich" to provide highly efficient insulation. It is equally effective against the cold of Antarctica as agalnst the heat of Australia. These full heat protection systems are a highty effective means of saving on heating costs and reducing pollution.

Another development in insulation tech nology is sound insulation with open-cell foam. A new elastic material provides an
univalled combination of fire resistance with sound and heat insulation
Aqueous polymer dispersions are replac ing solvent-based systems in building paints and coatings for roof tiles. Their use in reinforced and pre-stressed concrete helps keep bridges safe and sound. These polymer dispersions also play a useful part in preserving historic buildings.

These are but a few examples of how ou innovations, developed through close co-
operation with the intemational construction industry, are helping the industry build for oday and tomorrow.

BASFAktiengesellschaft•D-6700 Ludwigshafen

## The Spirit of Innovation.



## Eggs. The Facts.

EGGS ARE A VALUABLE AND NUTRITIOUS part of a balanced diet. We in Britain eat, on average, 30 million eggs a day $\mathbf{-} 200$ million a week. The number of reported cases of food poisoning from salmonella linked to eggs is very small by comparison with the huge numbers of eggs that are consumed.

So far this year there have been 49 reported outbreaks of salmonella traced back to eggs. These outbreaks have affected 1,000 people, but this underestimates the numbers.

The Government and the industry are tackling the problem and, among other things, have issued codes of practice for poultry breeders and egg producers.

In the meantime people will want to know the facts about a basic part of their daily diet.

The Government has therefore asked its Chief Medical Officer, Sir Donald Acheson, to advise the public about the use of eggs. Sir Donald's present advice is:

> "for healthy people there is very little risk from eating eggs which are cooked, however you prefer them - boiled, fried, scrambled or poached; for vulnerable people - that is, the elderly, the sick, babies, toddlers and pregnant women - eggs should be thoroughly cooked until the white and yolk are solid; but everyone should avoid eating raw eggs or uncooked foods made from them - for example, home-made mayonnaise, home-made mousses, home-made ice-cream or raw eggs mixed with drinks."

The Chief Medical Officer adds:
"As with all cooked foods, egg dishes should be eaten as soon as possible after cooking. And if the dishes are not for immediate use they should be kept in the fridge."

Please follow this advice.

> ISSUED BY H. M. GOVERNMENT

## THE PROPERTY MARKET

## Not quite a runaway success

Paul Cheeseright asks whether Gateshead's MetroCentre will begin an out-of-town shopping trend




## FOR SALE

## Miami's Interterra Building

DESIGNED BY SKIDMORE; OWINGS \& MERRALI
interterra Is a Miami landmark, a state- fetheart
 story. luxury tower on prestigious Brickelin Avenue.
The Wall Street of Miams." Gross buxiding area is
507,575 square teet, conststing of 245,482 square feet 507,575 square feet, consisting of 245,482 square feert
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Intererre's distinguished tenants includes the
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Mr J. Dusty (U.S.A.), on

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British Columbia Hydro and Power Authority Head Office Building and Unique Downtown Development Site B.C.Hydro is offering for sale its twetty-one storey head office building and the remaining undeveloped portion of an entire city block in Vanconver's Business District, excluding the existing electrical spivation. This unique city block is situated on Burrard Sifeet, a major afterial street on a vàntage point overlooking the surrounding downtown coire aind providing parioramic and spectacular views
L.ot 1 - Twenty-one stọreỳ officè buriding, 370,000 gross square feet and ot A - Prime development site; 58,954 sqiuare feet ( 5,477 square metres), zoned square mietres) of biuilding area.
B.C.Hydro shati lease back the entire head office bailding for a minimum of three years and a maximum of seven years dependent upon completion of its new head office facility.
Expressions of interest from principals must trictude their financial capability with all material received held in confidence by B.C.Hydro. Agents will require direct writuen authorization from thėir principals and B.C.Hydro will not pay any
Quatified propionents will be notified in eariy January 1989 and an information ackage will be made available uipoi payment of a $\$ 2,000$ CDN non-refundabl and execution of appropriate documentation
Submitt written expressions of interest as soon as possible to B.C.Hydro, ProperB.C. V6Z 2B1 Cañàda

## \#B.C.Hydro



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A survey of European Chiff Exceulives. 19\%6.



## Einchoven

| The Franz List Chamber den Eynden (piano. Coralith Rossini: Mozart mendelaso Roberto Benad conduycting the Brabant Orchestra, with Jard van Nes (contraito). Schumann, Mahler, Brahms. POC Theatre <br>  | Romemilan <br> Severlno Gezzelland (fluto). Bach Hivald and Haydn, Auditortum (6564044) <br> Janos Furst comducting Ravinale Mon and Tues.) (6541044). Rai Orehestra conducted by <br> Heinz Wallberg conductinge |
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| Scheveningen <br>  New Iondon Chorale Cto <br>  | tok and Berliog Auditorium at Fono Italico (Sat) ( $36365 \$ 5$ ). <br> Jean Philhppe Collard piano <br> recital. (Tues) Teatro piqcoio <br> (oxpowi). |
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## CINEMA

## Touch of the dodos

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Christmas Eve spongored hy
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ARTS GUIDE

## ARTS GUIDE




##   <br> 

December 16-22


## Cinderella

| is the common fate of ballet <br> hlurred, choreography dul <br> mannerism replaces man <br> in the Royal repertory than <br> Ashton's Cinderella, now <br> ing. Where once we delighted <br> laughed at the Ugly Sisters <br> rejoiced in triumph of true <br> love, we are now faced with an insensitive and visually repul. <br> stve caricature of a major cre ation in the history of owr <br> The initial frult lies in last <br> year's redesigning of the piece by David Walker. Frumuery is <br> tion is eridemic in every outfit and the setting for the ball <br> as the ugliest in be accounted <br> repertory, with its unrelenting vista of rigid pillars, flled with <br> prancing, posturing guests in <br> gredit and It was to the gread <br> and Prince on Wednesday <br> evening, that they conld over <br> us of the true sweetness of the <br> That megic was nowhere <br> else apparent in the other per- <br> be laid at the errant feet of the Uly Sisters. I can think of no <br> more humonrless imperson <br> assumption of the Helpmann <br> grotesquerie of Sir Robert's <br> playing daring three decades, |
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Juilliard Quartet












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Clement Crisp

Wire magazine and Carlsberg jazz awards for 1988

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FINANCIALTIMES

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## Political conditions

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FINANCIAL TIMES FRIDAY DECEMBER 161988



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| The report is fuil of recommendxtions about anti-racism. The encouraging point is that achievement is clearly seen as the best anti-discrimination meticine there is. The "chair" of the borough ediucation committee | Scores in mathematics and science show Britain and the US |
| is a pragmatic-sounding youngNationalvinion of Teachers researcher called Banchael Bairber. He someds a lone way from the soppythinting that has led too many teachers to expect too little of inner-ctity children. |  |
|  | you've got freedom that you can't imagine says Mr Fliegel, "but only i you take the opportunity." As to the |
| Mr Barber should study a recently published pamphlet wwhich although Nithe <br> Institute for Policy. Research, need not. be regarded as party political. One of its contributors is Mr Seymoir Fiegel formerly Depuity Superintendent of Community School District Four in Eeliever in public efication, who tells how his old district, which once scored mathematics, rose in 10 years to 16th |  |
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## LETTERS

Investment in the railways



Pour half back

'Brand' names beyond price



Goodwill should be retained




Brand valuation in US accounting practice

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## FOCUS ON THE DIFFERENCE



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And what's more, which ever lens is used, you still




Friday December 161988

## Soviet military chief first of new generation






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## Foreign aid relief floods into Armenia



## South East Asia's fatal attraction

Jeff Sipe looks at the controversy

W. German interest rates rise








## Moscow calls for Mideast peace talks

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The Fed's turn next time





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## Inside

Any colour Renault as long as it's black
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Export delays ground Westland

|  | Westland'e pretax <br> by long-running de in a big export con KIngs to an Indlan and SIr John Cuck (left), out-going cha copter maker, says |
| :---: | :---: |
| He added yesterday that he was also pleased with the appearance of GKN, the UK engineering group as a significant shareholder. Page 32 |  |
| Is gears up for expans |  |
| Stakis, the Britlsh hotels, leisure, property and healithcare group, yesterday reported a 28 per cent Increase in fuli year pre-tax profits and Mr |  |
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| just where the error lles could have an enormoue impact on oll pricess. Staven Butler looks at different arguments behind price lorecasts ranging between $\$ 11$ and $\$ 18$ a barrel tor the <br>  |  |
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## Crossed lines bring IBM a

 wrong numberFollowing its deal with Siemens, Roderick Oram looks at Big Blue's problems in the telecoms market


## Aggressive Siemens sees safety in economies of scale

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## CBS pays $\$ 1 b n$ to get back in

 the US television ball game

## IF YOU'RE A <br> CASH RICH COMPANY, THIS IS THE LAST ADVICE YOU'LL NEED.

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## INTERNATIONAL COMPANIES AND FINANCE

National Semi hit by market slowdown
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## ZZZZ man

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Michael Donne in London and Robert Taylor in Stockholm on the SAS/ABH deal
Jet set takes off after landing a firm foothold for the future


Peronists force collapse of Argentine airline stake spending plan By Robert Taylor
SCA, one of Sweder's leading
forestry groups is to start pro



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NEW ISSUE
15th Decernber, 1988
U.S. $\$ 700,000,000$

4 $1 / \mathrm{s}$ per cent. Notes due 1992
with
Warrants
to subscribe for shares of common stock of NKK Corporation
Issue Price 100-per cent
(European Tranche U.S.\$400,000,000)

Yamaichi International (Europe) Limited
Fuji International Finance Limited
Kleinwort Benson Limited
Nomura International Limited
Daiwa Europe Limited

IBJ International Limited

Citicorp Investment Bank Limited
Dresdiner Bank Aktiengesellschaft
Müsubishi Finarnce International Limited Trust Europe Limited
ank of Tokyo Capital Markets Group
Crédit Lyonnais
Daiwa Bank (Capital Management) Limiued OKUSAI Europe limited Kuwait Foreign Trading Controcting \& Inverment Co Leu Securities Limited Morgan Grenfell Securities Limited New Japan Securtites Europe Limited Nippon Kangyo Kakurmaru (Europe) Linited Sacité Genferale Taihelyo Europe Limited

DKB International Límited Merrill Lynch International \& Co. Morgan Stanley International Union Bark of Swizzerland (Securities) Limited Amsterdam-Rotterdam Bank N.V. Barclays de Zoete Wedd Limixed Credit Suisse First Boston Limited E \& Invantan Co. (S.A.K.) , Nippon Credit International Limited J. Henry Schroder Wagg \& Co. Limized Svenska Alandelsbanken Group Wako International (Europe) Limited


## INTERNATIONAL COMPANIES AND FINANCE

## Renault takes the Japanese road

Paul Betts on how the French car group is reshaping for profits

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Indonesian oil company． doubles gross profits By Johnimitu
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US．$\$ 300,000,000$


Crédit Lyonnais
Floating Rate Notes Due 1996 Tranche of U． S ．$\$ 200,000,000$ Interest Rate：：：－ $\mathbf{9}^{11 / 16 \%}$ per annum Interrest Poriod：${ }^{1 \text { OUnh Deccamber } 1988 ~}$ linterest Amount per 16th June 1989 US．$\$ 489.76$ Credit Suitse First Bostou Linited

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## Domestic demand buoys Japan＇s general traders

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Leeds Permanent Building Society Floating Rate Notes Due 1998 Interest Rate $\quad 133 / 8 \%$ per annum $\begin{array}{ll}\text { Interest Period } & \begin{array}{l}\text { 144 Deeanber } 1988 \\ \text { 144 March } 1989\end{array}\end{array}$ miterest Amount due 14in March 1585 per
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## THE BANK OF NEW YORK

 is pleased to announcethe establishment of a

SPONSORED AMERICAN DEPOSITARY RECEIPT（ADR）FACILITY

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For further information regarding The Bank of New York＇s ADR Services，please contact Joseph Velli in New York（212）495－7011，Michael Cole－Fontayn in London （01） $626-2555$


25OLD BONDSTREET－LONDON • WI • FAX 01－491 3110

> NOTICE TO HOLDERS of Bearer Warrants to subscribe up to $¥ 118,760,000,000$ for shares of conmon stock of TOYOTA MOTOR CORPORATION (the "Warrants") issued in conjumetion with U.S $\$ 800,000,0001 / 4$ per cent. Bonds 1992

Notice is herebygiven，pursuant to Clauses 3 and 4 of the $\operatorname{Instrument~relating~to~}$ the Warrants dated 22nd July，1987．On 12th December，1988．the Board o shares of commmon stock to its shareholders of record at 1200 hours（Japan time）on Saturday，31st December，1988，at the rate of 0.05 ahares for each one share
held． held．
 1．Subscription price before such adjustment $¥ 2009$ per share of common stock．
2．Subscription price after such adjustment $¥ 19130$ per share of 2．Subscription price atter such adjustment $¥ 1,913.30$ per share of common stock
3．Effective date：1st January， 1989 （Japan time）．

TOYOTA MOTOR CORPORATION
By：The Sanwa Bank，Limited
Dated：16th December， 1988
as Principal Paying Ágent

## TOGETHER...

Together, L'Air Liquide and its 350000 shareholders, confident and considered, benefit from a high, steady, balanced growth




## Primary trade at virtual halt ahead of holiday <br> INTERNATIONAL CAPITAL MARKETS

NEW ISSUE<br>$\qquad$<br>Deember, 1988<br>\title{ Sumitomo Rubber Industries, Ltd. U.S. $\$ 100,000,000$ }<br>4½ per cent. Guaranteed Bonds Due 1992<br>\section*{Warrants}<br>to subscribe for shares of common stock of Sumitomo Rubber Industries, Ltd. payment of principal and interest being unconditionally and The Long-Term Credit Bank of Japan, Limited ISSUE PRICE 100 PER CENT.

LTCB International Limited
Sumitomo Finance Intemational

Dai-ichi Europe Limited
Banque Bruxelles Lambert S.A.
BNP Capital Markets Limited Commerzbank Aktiengesellschaft Crédit Lyomnais Dresdner Bank
Merrill Lynch International \& Co.
The Nikko Securities Co., (Europe) Lid. Société Générale
S.G. Warburg Securities

Daiwa Europe Limited
Credit Suisse First Boston Limited

Sumitomo Trust International Limited Nomura Intemational Limited
Banque Indosuez
Citicorp Investment Bank Limited
County NatWest Limited
Deutsche Bank Capital Markets Limited
Goldman Sachs Intemational Limited
Morgan Grenfell Securities Limited Salomon Brothers International Limited Taiyo Kobe International Limited
Yamaichi Intemational (Europe) Limited

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FINANCIAL TIMES FRIDAY DECEMBER 16198
INTERNATIONAL CAPITAL MARKETS Rate fears dent US Treasuries

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SBCI Swiss Bank Corporation Investment banking | Morgan Staniey internaional SBCI Union Bank of Switzerland (Securities) Limited |
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Novembre 1988
LONDON MARKET STATISTICS




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| pension <br> fund holds <br> stakes <br> By Andrew Hill <br> THE WATER Anthorities Snperannnation Frnd has taken small stakes in the $\mathrm{UK}^{\prime}$ s private water sector through a It is thought that the fand, Which provides pension benefes it the benefictial owner of stakes heid by bank as lowr land Nominees in at least forr Water compames The Eigh Court is dne to rale next Wedinesdisy om the the companies by indiridual frilicial review - initiated by the water companies AssocigUK's 28 qnoted water compra- nies - is n 隹 WASF holdings. <br> On Monday, Mid-Kent Water Company revealed that Bank of Scotland Nominees had acquired 13.6 per cent of one class of its voting stock of the total roting capital. The necentir increased its stake in Bristol Waterworks Company to 5.4 per cent, and holds \& South Shieids, and 1 per WASR satd yesterdsy that the whole water issue was now not to comment. Primary resporsibility for managing to a committee which includes cbairmen of the 10 water ers. The 10 anthorities have watching large investors, notably France'a three biggest watar suppliers, fncrease their Two public anthorities Northumbrian and Sonthern despite the legal qnestion mark over the action. snbsidiary of Bonygues, vice company, has bougint 11 per cent of Wrexham and East bringing to 17 the number of which French watar suppliers have large holdings. |
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# From Strength to Strength 



The Chairman reported pre-tax profits up $30 \%$, earnings per share up $26 \%$ and a recommended dividend perr share up $21 \%$. He said "The Group is strong, it is soundly mannged and well served by its people the world over. On
all the present evidence we are embarked on another year of progress in a buoyant mood to seize every opportunity all the present evidence we are embarked on another year of progress in a buoyant mood to seize every opportunity
for improving the quality of our business - for our customers, our shareholders, our employess amd the communities in which we operate:"

| AECC | 12 Months to 30 September |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1988 £M | 1987 EM | 1986 £M | 1985 £M | 1984 £M |
| Sales | 936.9 | 762.5 | 688.6 | 713.9 | 604.2 |
| Pre-tax profit | 145.4 | 112.1 | 90.4 | 74.6 | 64.2 |
| Profit after tax | 94.2 | 72.1 | 58.1 | 46.7 | 37.0 |
| Dividend per share | 17.50p | 14.50p | 12.50p | 11.00p | 9.60 p |
| Earnings per share | 43.82p | 34.88p | 28.44p | 25.97p | 22.13p |

[^1]



## EC hopes for

 farm package



## Coffee up in London

 in Londonafter
NY rally
By David Blackwell
 nontus yestervay on the tack
of a strong overnight rally it
The York
'Missing' oil poses a mystery for markets

## Steven Butler looks at the surplus of stocks and the effect this may have on prices



## Report urges UK forestry privatisation

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Jordan invaded by desert locusts

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WORLD COMMODITIES PRICES



## Wimpey stake talk

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## Senior post

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## Sale of Century


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## APPOINTMENTS



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TRADING VOLUME IN MAJOR STOCKS


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ALCATEL n.v.

## has sold its subsidiary

ALCATEL INFORMATION SYSTEMS, INC.
I.D.E. CORPORATION
the parent of IDEAssociates, Inc.

On behalf of ALCATEL n.v., the undersigned acted as transaction advisors in the divestiture process, and assisted in the negotiation and closing activities

BOOZ-ALLEN ACQUISITION SERVICES bOOZ:ALIEN \& HAMILTON INC.

November 1988

## AUTHORISED <br> UNIT TRUSTS

## CROSSWORD

No.6,813 Set by GRIFFIN

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WORLD STOCK MARKETS


NEW YORK STOCK EXCHANGE COMPOSITE PRICES

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FINANCLAL TTMES FRIDAY DECEMBER 161988


## stride

more chole for viewers. But while some welcome deregulation, others fear the government's proposed changes may be a recipe for chaos, writes Raymond Snoddy

## Free market of the air

##         Astrat the 16-charmed satelut tanuched frou Franch Guian by the Ariane space rocket ea Astrat the 16-charmed satelut tanuched frou Franch Guian by the Ariane space rocket ea by the Ariane space rocket eat jier this month Sk Thevish will offer to subscription channels. by the Ariane space rocket eat jier this month Sk Thevish will offer to subscription channels.   

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## Britain's Broadcasting Revolution

##  <br>  <br>  <br> <br> 

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#### Abstract

 





Coping with rapid changes in technology
A new age of deregulation all over the world

| ALL OVER the developed ment as governments of every political persuasion try to cope with the stresses caused by the now able to offer, the effect on the established national hroadtional ruulti-media erapires. <br> In country after country new media legislation is being put in place to try to cope with the consequences of rapid changes $m$ technology. The issues range attempts to prevent too great a concentration of power in the for example, Australia to should be any commercial teleVision channels at all as in <br> No simple pattern has yet <br> emerged at all. the new musting should be regulated <br> Virtually everywhere the casters are facing increased competition from both cable trally private terrestrial televiA dramatic illustration of the shift in the balance of broadcasting power came in May when Bertlesmann, the which has a stake in RTI Plus, one of the new sateerre chan- nels, outbid West German pubhic broadcasters ARD and $Z D F$ for the rights to show west next three seasors. <br> In the UK the poiltical thrust tion with the aim of achieving more choice and competition more choice and competition Italy the drive is towards re some order into a chaotic broadcasting system. Deregulation <br> gone furthest in the US Obably a result an average American can receive 46 television and 39 3 per cent more television sta. tions and 20 per cent more dent Reagan took wifice FrestRarely has a US administraof an area where regalation was once considered vital But be heard. <br> Broadcasting licences, critics "like pork bellies," news and current affairs programmes are cialisation of children's telev1. Just ahout every pubic | Mrhel Rocard, the French Pr <br> interest regulation has been <br> shot off the books," the Telecommunications Research Action Cenire, a Waskington in Froup argues. <br> been an explosion in there has ber of television and he num tions, the Socialist government of Mr Michel Rocard has decided to replace the national broadcasting authority, the Commission Nationale de Lio ertes, the tenth time since the war that the regulatory body $\qquad$ <br> An average Amer television and There are now television stat cent more radio President Rea <br> has been changed. <br> Mr Rocard has also launched a series of consultations with ty to define what the rale of public television should be in a deregulated environment. hroadcasters Miss leading Ockrent, former deputy director general of TF-1, the priva- | tised French first channel controlled by Bouygues, the Robert Maxwell, the British publisher, made her views very clear earlier this year. <br> vision Festival ugh Tele rision Festival she had resigned because the people who now ran TF-1 did not share her values as a broadcaster to the slightest degree. Miss Ockrent told how the had expanded from three to six television channels but offered <br> can can receive 46 <br> 9 radio stations. <br> 75 per cent more ons and 20 per tations than when gan took office <br> less genuine choice to viewers because of the rush to win the largest possible andiences. Because all faced the same commerclal imperatives, the channels were scheduling the same types of programme simultaneously. The costs for the limited amount of programmes avaif able have soared, pumping | money into purchases and no sadd adding she believed the French situation showed the then deregulation" Casting see furregulated broad support their case in Japan public sparvice hroadcaster fimded hy a volumtary licence warks compete ferciousily for According to Ian Rodger, the mancial 2 memes Tokyo corre is notont, unsir prouramming and is often violent and mildly Most prosramming on the commercial channels, he says commercial channeesh he says, popular song contests and quiz are also well, made dramas and high quality news proA nem television age is aiso legislation which passed both houses in May the Government is proposting to license three will compete writh the existing national and regional channels. <br> Ir Maxwell is expected to be involued in some wsy in the applications nart year for the the Spanish Government intends to keep tight control foreign, will be able to own vate network <br> The ferment can also be seen in Scandinavia even though hold out against the forces of private television <br> In Denmark this anturnn the country's Grst commencial ing two-thirds of its finance from advertising and the In Norway there are proposals to launch a second pubuc seavice channel, partly funded service channe, partly funded by advertising, in the early 1990 <br> Even in Sweden the pressure for change will soon intensify television satellite, planning to beam two channels in Scandinavian languages. <br> It could he well into the is struck between traditional hroadcasters and new, between regulation; and a new, proba- by very different equilibrium, is established <br> Raymond Snoddy |
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## SATELLITE TELEVISION

## Level of demand still causes concern







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 that market demand may well
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satellite operatorsh will sulfer. Delln Bradshaw

A lift-off for 1989, 'the year of the dish'
 The Ariane rocken, launched la
Murdoch's US film stadio and
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and merner Brothers. The other
WII be Eutopeanised version will be a Europeasissed version of the Dishey Channel from the
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? $\%$Fro than twelve inches square. That's the size of BSB's squaria From next September, it will be used to receive Britian's thre The Governme
Competition, Choice and Quality', confirms the part Broadcasting in the '90s: bringing about the new era of broadcasting in Britain. In fact, the lay hree words of its title read as a statement of the aims of BSB itself.

BSB represents a major source of competition to thelf BBC and ITV.

Our Galaxy, NOW, and Movie channels will be on air in September 1989, three years before the launch of Channel Five BSB is committed to the acquisition and commissioning quality programming

Our development of an advanced encryption system to protect our broadcasts from piracy attacks acts as an incentive to quality programme maing And the deals we have already concluded with MGM-UA, Warner Bros and Columbia, are further proof of our commitment to quality.

And, of course, we welcome an extension of the choice available to the British viewer. That is, after all, our raison d'etre.

But there are other objectives contained in The White Paper which Britain, for example Ande.
advertisers, beginning ady opening up new opportunities to breaking beginning a trend that will continue with the dence of C . We of Channel Four
We welcome too the decision to bring the two extra Most importantly satellites into early use.
保 We arised that BSB itself is "a challenging commercial proposition" until we begin trrently completing the financing that will carry us through in the history of the UK and it's an ent-up is one of the biggest investments But one we're already

# THE WHITE PAPER <br> More choice 'will not mean lower standards' 



## Auction plus levy on revenue worries ITV companies


 levision Commisslon will
$\qquad$
 Hetan man


## How do you like vour business news delivered? <br> 












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Raymond Snoody

'Cornerstone of British broadcasting'
BBC could benefit in the long run




1ston the air with business news.

Every weekday Channel 4
are Iston the air with business are 1 st
news the air
It's the 1st dally $7 V$ programme
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Make it your business to watch It!
BUSINESS DAIIY"
Weekdays at $12{ }^{30}$ on

New channels should curb airtime costs

## A shot in the arm for advertisers

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INDEPENDENT PRODUCERS

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Raymond Snoddy

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A VITAL PART OF BRITAIN'S


## CABLE TELEVISION

Franchises granted 'to remove uncertainty'




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